

GovDelivery and ExactTarget Comparison Report

The following information is for research purposes and only meant to aid in making an informed decision.

What is GovDelivery?

GovDelivery is a government-to-citizen communication solution based off of an Email and Digital Subscription Management (EDSM) software as a service (SaaS) platform. The concept behind GovDelivery is to update constituent subscribers with the latest news and information as soon as it is available with an electronic distribution of the Agency's web site content.

Content Monitoring (Page Watch) and Email Subscriptions

GovDelivery has proprietary functionality that 'watches' web pages for updates. This is the driving force behind GovDelivery and its powerful automation, allowing organizations to proactively and automatically send updates when changes occur on their websites.

Signing up to receive updates is easy and can be completed in three simple steps. When website visitors come across a topic that interests them, they click on the "Email Update" link and enter their email address. First-time subscribers are presented with a list of all other subscription items available on the site. Users select the updates they want to receive and hit "Submit." Subscribers will receive email alerts with links to the website when the information they signed up for is updated. Subscribers can also opt to receive wireless alerts on their mobile device.

Three Easy Steps for GovDelivery Sign-up

- 1.) Find a topic of interest and click on Email Updates link.**
- 2.) Enter email address.** Passwords are optional.
- 3.) Select subscriptions.** First-time subscribers are presented with all other available subscription options on the site in one comprehensive list.

Content Monitoring (Page Watch) and Email Subscription information taken from GovDelivery http://www.govdelivery.com/sign_up.php

What is ExactTarget?

ExactTarget is a one-to-one email marketing product that utilizes emerging one-to-one technologies to leverage marketing messages to subscribers. The concept behind ExactTarget is to target an agency audience and to market to that audience by delivering, integrating, tracking, and managing email marketing campaigns.

Email Marketing

Email is the heart of one-to-one communications. As a marketer (and consumer) favorite, email is now complemented by SMS, Voice, Landing Pages, and other emerging technologies—but it still offers the most cost-effective way to strengthen customer relationships, increase sales, and maximize marketing investment.

Providing relevant, personalized, and timely email communications to subscribers can help positively impact the bottom line.

ExactTarget Email Messaging Features

Whether delivering a monthly email newsletter or sending thousands of real-time transactional messages, ExactTarget can meet many different marketing needs.

- **Marketing.** Subscribers want marketing messages that matter to them as an individual. The marketer, in return, want visibility into marketing campaigns to analyze of the success of campaigning efforts and improve the Return on Investment (ROI). Whether getting started with an eNewsletter or managing a large-scale enterprise email program, marketers benefit from ExactTarget's intuitive user interface, sophisticated segmentation tools, 360-degree tracking, and more.
- **Transactional.** As an extension of business processes, transactional email messages are mission-critical. Whether it's a receipt for an online purchase or a shipping notification, transactional messages provide vital information to consumers. ExactTarget lets marketers reclaim control of their transactional email programs and capitalize on missed marketing opportunities. From the dedicated deliverability services team to the scalable architecture, be confident that mission-critical transactional messages will reach the inbox no matter the volume.

No matter what type of email messages sent, ExactTarget's integrated one-to-one platform allows for creating, delivering, and tracking of all emails from a single user interface.

Email marketing information from ExactTarget <http://email.exacttarget.com/Products/MessagingChannels/Email.html>

Making a Decision

When deciding which vendor to use, there are a few factors that must be taken into consideration. For instance: What are the agency's communication needs? Will it be for marketing, email distribution, notices, newsletters, etc? What are the costs associated with using either vendor? Are the costs feasible?

Each agency will have its own varying factors to contend with when making a decision. The main point to remember is that even though GovDelivery and ExactTarget have many of the same features available, they are two different entities each having a different business goal. It is up to the agency to decide which vendor will better suit their needs.

There are a couple of notable feature differences when comparing the products. Though both vendors offer a newsletter feature, ExactTarget's newsletter is more dynamic and customizable, whereas GovDelivery has the capability of minor customization to standardized templates. Both vendors offer automated email message sending, but ExactTarget's marketing software can be set-up to personalize messages based on information from a subscriber database, and triggered to be automatically sent when certain criteria is met (such as a birthday or expiration date).

	GovDelivery®	ExactTarget®
Administration Features		
Administrator Reporting	✓	✓
Administrators	✓	✓
Private Label		✓
Analytic Features		
Conversion Tracking		✓
Enhanced Reporting	✓	✓
Content Monitoring Features		
Custom Page Watch Schedules	✓	
Page Watch	✓	
Page Watch Tags	✓	
Subscription Features		
Customizable Subscription Templates	✓	✓
Locked Subscriptions	✓	✓
Number of Subscribers	✓	✓
Quick Subscribe Descriptions	✓	✓
Quick Subscribe Page Options	✓	✓
Restricted Lists	✓	✓
Subscriber Imports	✓	✓
Subscriber Questions	✓	✓
Subscription Options	✓	✓
Messaging Features		
Auto / Triggered Send	✓	✓
Bounce Handling	✓	✓
Certified Email		✓
Digesting	✓	
Deliverability Services	✓	✓
Discuss this Email	✓	
Double Opt-In	✓	✓
Dynamic Content		✓
Email Messages	✓	✓
Email File Attachments		✓
Forward to a Friend		✓
Message Preview	✓	✓
International Sending		✓
Pricing: Number of Email Sends	✓	✓
On Demand Mailer	✓	
Reply Mail Management		✓
Save Draft Emails	✓	✓
Scheduled Sending	✓	✓
Unique From Name/Email	✓	✓
Voice Messages		✓
Wireless Alerts - one-way	✓	✓
Wireless Alerts - two-way	✓	✓
Newsletter Features		
eNewsletter	✓	✓
HTML Newsletter Editor	✓	✓
Other Available Features		
Additional Application Packages		
API Integration	✓	✓
Collaboration Network	✓	✓
Customer Support Center	✓	✓
Extensions Network		✓
File Resources	✓	✓
Information Sharing Widgets	✓	
Live Ads		✓
Live Offers		✓
Page Watch RSS	✓	
Professional Services		
Public RSS Feeds	✓	
Relational Data Management		✓
RSS Bundling	✓	
Survey Capability	✓	✓
Web Services		✓
Social Media Features		
Share This	✓	✓
Social Media Integration	✓	✓

	GovDelivery®	ExactTarget®
Administration Features		
Administrator Reporting	Tracks Subscribers, Emails Sent, Answers to Subscriber Questions, etc	Tracks Subscribers, Emails Sent, Answers to Subscriber Questions, etc
Administrators	Unlimited	5 (more available for purchase)
Private Label		Fully private labeled version of ExactTarget that matches the look and feel of the agency
Analytic Features		
Conversion Tracking		Track web visits per conversion link, revenue generated, detailed subscriber information including items ordered and dollars spent, critical drop-off points, and more
Enhanced Reporting	Track open rates, unique link clicks, and undeliverables	Track email opens, clickthroughs, and undeliverables
Content Monitoring Features		
Custom Page Watch Schedules	Choose when and how frequently the web site content is monitored	
Page Watch	Monitor a webpage content as a whole	
Page Watch Tags	Monitor a specific area of content on a page	
Subscription Features		
Customizable Subscription Templates	Choose the text for subscriber facing templates	Choose the text for subscriber facing templates
Locked Subscriptions	Lock in subscribers so that they cannot unsubscribe themselves (for internal communications)	Lock in subscribers so that they cannot unsubscribe themselves (for internal communications)
Number of Subscribers	Unlimited	Unlimited
Quick Subscribe Descriptions	Add additional information about a subscription item on the QS page	
Quick Subscribe Page Options	Each agency is able to have its own page of subscription options	Each agency is able to have its own page of subscription options
Restricted Lists	Restrict who can subscribe to a specific topic	
Subscriber Imports	Add in subscribers from existing lists	
Subscriber Questions	Collect data from your subscribers (can be universal or specific to an item)	
Subscription Options	Unlimited	Basic includes 10 profile and preference attributes, additional can be added for small fee, Advanced Marketer includes 75 profile and preference attributes
Messaging Features		
Auto / Triggered Send	Messages are sent automatically when a content change is noticed	Define content of a triggered email and control sending that email in response to any event
Bounce Handling	Automatically process bad email addresses	Automatically process bad email addresses
Certified Email	Messages are sent with a certification stamp to assure that the message is from a trusted sender	Third party reputation and email certification provider SenderScore Certified helps you guarantee that your solicited email will go directly to the inbox at MSN, Hotmail, and RoadRunner. Improve your delivery rates and differentiate your brand through this additional paid service
Digesting	Allows for subscribers to choose when and how often they would like to get the updates	

Deliverability Services	98+% Delivery Rate. (81% for email marketers) Relationship with major ISP providers to ensure deliverability.	Dedicated staff focused on attaining the highest deliverability rates
Discuss this Email	Create and update a blog by sending out email updates through GovDelivery. Subscribers are then able to easily discuss the content of the message	
Double Opt-In	Subscribers need to confirm their subscriptions via email after they sign up	Both single opt-in and double opt-in options are available. Determine which is required and customize the message that is received by the subscriber.
Dynamic Content		Personalize email content based on data and behavior patterns
Email Messages	HTML and Plain text	Step-by-Step Wizards, HTML Paste Emails, HTML Paste Templates, and Content Syndication
Email File Attachments		Using AMPscript, attachments can be included with emails. An email best practice is to use document links rather than attach a document directly to an email. Attachments quickly clog a recipient's inbox and are usually considered by recipients to be a vi
Forward to a Friend		Online tracking captures how initial recipients forwarded the email, how many individuals received those emails, and the new subscribers generated from the campaign
Message Preview	Preview prior to sending the message	Preview emails in multiple desktop, web, and mobile email clients prior to sending the message
International Sending		Send foreign-language emails in the proper international encodings
Pricing: Number of Email Sends	Unlimited number of emails	Tier 1- up to 2,500,000 = .008¢ per.
On Demand Mailer	Extra \$\$ - Send personalized messages to a specific recipient.	
Reply Mail Management		RMM automates the management of incoming emails received by the reply address immediately after an email is sent, and allows user control over how replies are filtered
Save Draft Emails	Allows to save a draft of a message and come back to work on it later	All emails are saved within each account. They can be saved and edited at any time.
Scheduled Sending	Schedule Email updates for a future time and date	Schedule Email updates for a future time and date
Unique From Name/Email	Allows for a unique from name and email address to be used when sending updates	Allows for a unique from name and email address to be used when sending updates.
Voice Messages		ExactTarget Voice lets marketers reach the growing audience of mobile subscribers through a timely, personalized audio messaging solution.
Wireless Alerts - one-way	One-way SMS text messaging	Send personalized SMS text messages to individuals or large audiences
Wireless Alerts - two-way	Beta - Extra \$\$ - Can be used to text train station to short code, get a response back with when the next trains are arriving. Health Departments are using it to text a zip code and receive a response back with nearest Flu Shot sites.	Create programs where subscribers can send in text messages to participate in pre-scripted conversations
Newsletter Features		
eNewsletter	Send subscribers the latest news and information via newsletters	Send subscribers the latest news and information via newsletters
HTML Newsletter Editor	Choose an HTML template and modify fonts and colors to suit the agency needs	Step-by-Step Wizards, HTML Paste Emails, HTML Paste Templates, and Content Syndication
Other Available Features		
Additional Application Packages	Available upon request.	Available upon request.

GovDelivery and WebTrends Comparison Report

API Integration	Integrate GovDelivery with an existing application	Integrate ExactTarget with existing business systems
Collaboration Network	Network with other GovDelivery clients via the signup process	Within 30 days, you can connect with other marketers, share information, exchange ideas, post questions, access learning materials, and engage in a two-way communication dialogue.
Customer Support Center	GovDelivery has a team dedicated to work directly with Administrators. Also has customer care line for after hours calls.	Available around the clock and through multiple channels
Extensions Network		Companies that have partnered to develop integration with ExactTarget http://www.extensionsnetwork.com/
File Resources	Access to store images in GovDelivery for the HTML Newsletter Editor	A portfolio is your single entry point to manage the image, document, and media files you use and refer to in your emails and microsites. The files in the Portfolio retain the names you specify when uploading them—allowing you to predict the URL of each file
Information Sharing Widgets	\$60 per widget - Create a widget that contains updates sent via email through GovDelivery. Can contain multiple items from your account or items from other GovDelivery clients	
Live Ads		Integration with Google Ad Manager lets marketers manage all online advertising from a single platform
Live Offers		Send digital coupons based on their individual purchasing habits and past consumer behavior
Page Watch RSS	Monitoring RSS Feeds	
Professional Services		
Public RSS Feeds	GovDelivery generated RSS Feeds	
Relational Data Management		A centralized repository for aggregating data with the ability to leverage that data to drive relevant, one-to-one messages
RSS Bundling	Allows for stories to be bundled together in an email update rather than sending individually	
Survey Capability	Survey Capability	Create custom surveys and forms, and upload them into emails
Web Services		<p>Landing Pages are consistent, branded web pages built for email campaign support or information-gathering tools, helping to extend a personalized, one-to-one, relevant communication from email to the web.</p> <p>By utilizing ExactTarget's configurable microsite expiration feature you can control your running microsite—set the exact date and time that a published landing page should expire, pause your site to perform maintenance, or redirect to a new site once a page has expired. Or create secure landing pages that require ExactTarget username and password authentication.</p>
Social Media Features		
Share This	Subscribers can share your emails on their favorite social media site simply by clicking a link within your emails	Subscribers can instantly access all their contacts and share agency marketing content
Social Media Integration	Integrate with Social Media sites such as Facebook, YouTube and Twitter	Subscribers can share marketing content with any sharing service such as IM, SMS, Facebook, Twitter, MySpace, Digg, and Blogger.

Current Usages

GovDelivery

Updated August, 2009

(These are the total numbers from the conception of our contract.)

Total Number of Items: 774

Total Number of Unique Subscribers: 212,120

Total Number of Updates Sent: 2,474,235

ExactTarget

(This number is for 2009 so far.)

Total Number of Sends: 5,771,435